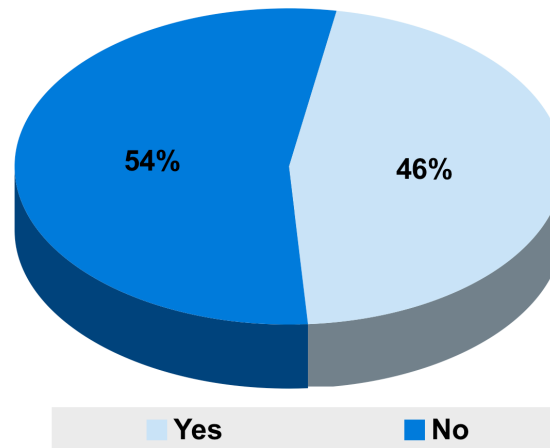




Brand association with social causes

S3. Are you currently aware of any brands that are associated with a social causes?

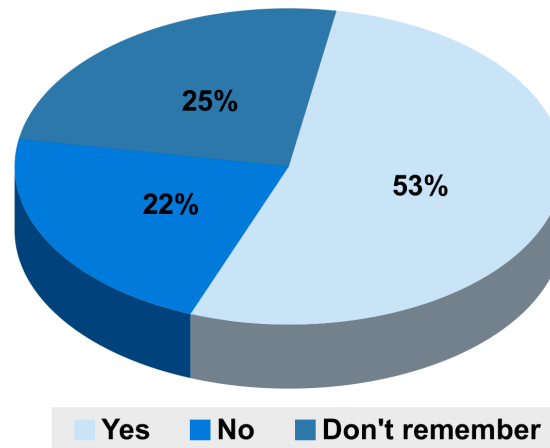


N=1000



Social cause brand purchase

S4. Have you ever purchased a product knowing that it was associated with a social causes?

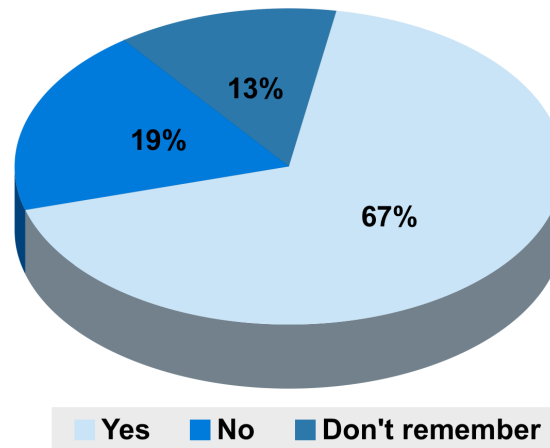


N=1000



Social cause brand preference

S5. Have you ever chosen a particular brand over another because you knew the brand was associated with a social cause you agreed with or supported?

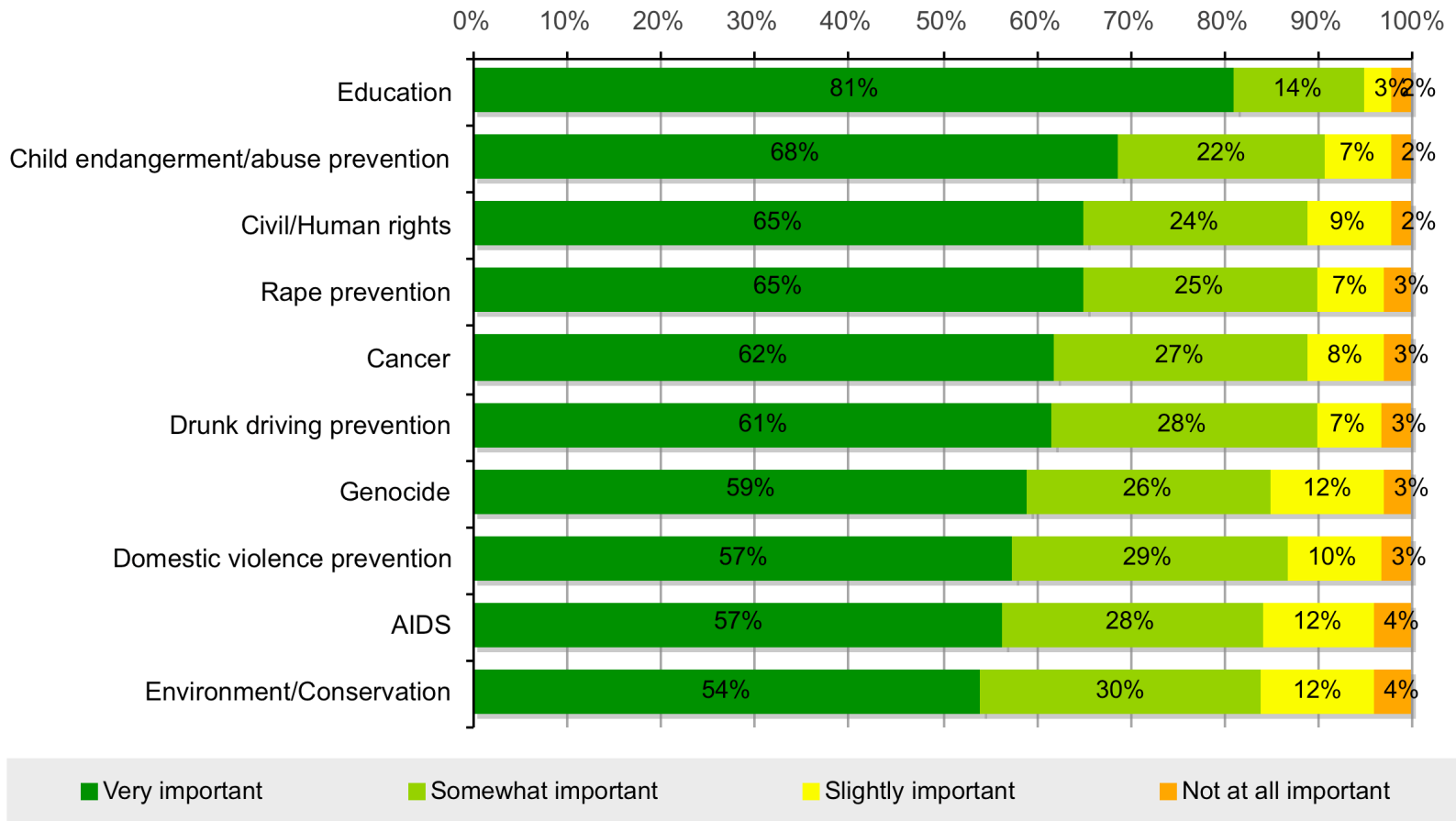


N=530



Top Social Causes

S1. Please rate each of the following social causes based on its importance to you.



Continued...

N=1000



About SurveyU

- Dedicated exclusively to measuring the opinions of U.S. students
- Our research panel of 50,000+ high school and college students has been recruited school by school and campus-by-campus
- We work with marketers, public-policy makers and other market research firms to reveal the voice of the American student
- We provide strategic guidance, conduct custom research, publish syndicated reports and provide access to college students for other researchers

For more info on Millennials, visit http://www.surveyu.com/press_room.php